



(19)

(11) Publication number: **2001067418 A**

Generated Document.

PATENT ABSTRACTS OF JAPAN

(21) Application number: **2000203060**

(51) Intl. Cl.: **G06F 17/60 G06F 12/00**

(22) Application date: **13.06.96**

(30) Priority:

(43) Date of application
publication: **16.03.01**

(84) Designated contracting
states:

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(54) **ELECTRONIC MALL SYSTEM**

(57) Abstract:

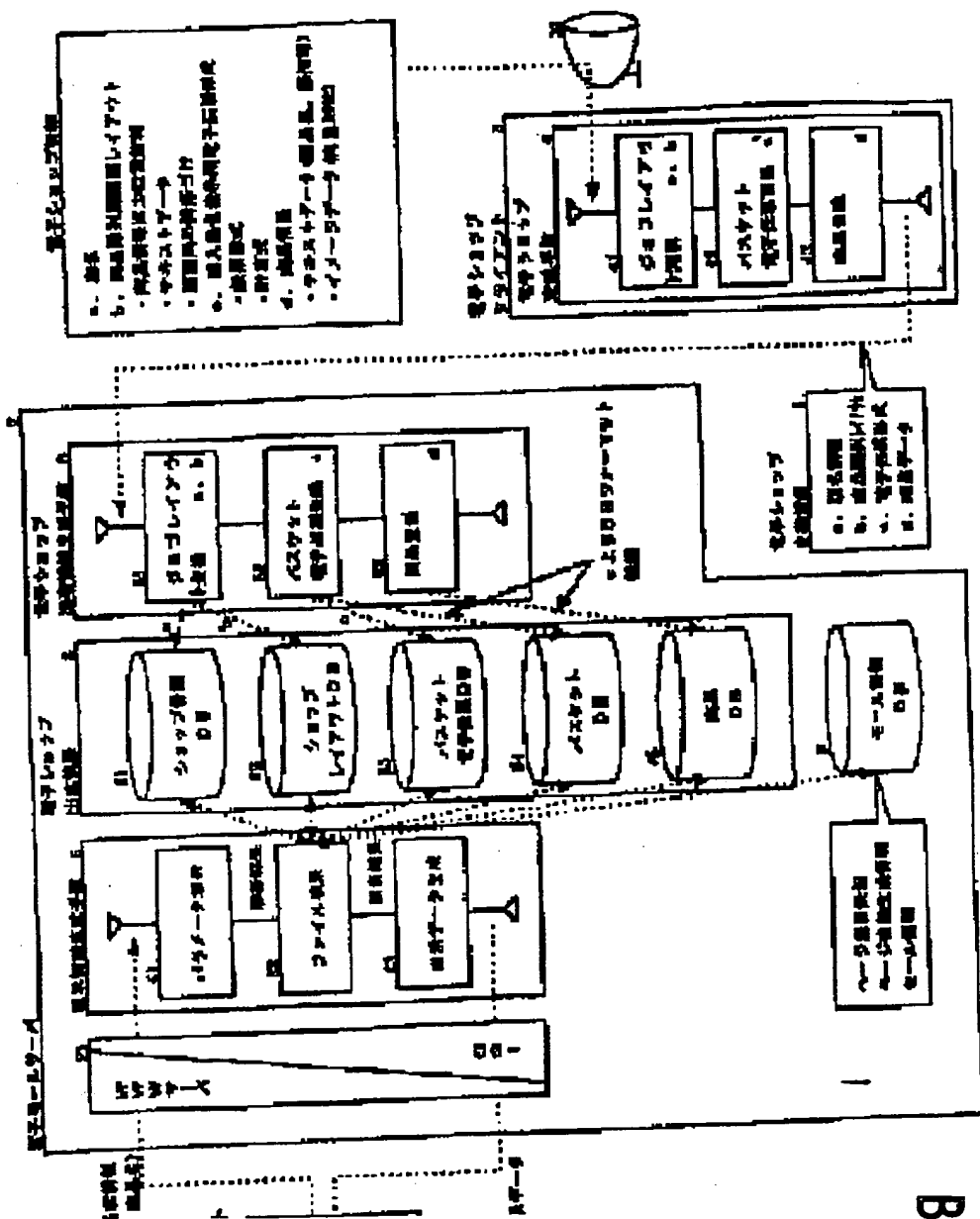
PROBLEM TO BE SOLVED: To provide an electronic shop by a method which can speedily deal with the change/addition of shop information and commodity information by generating display information to a purchaser and a client from electronic shop providing information in a mall server.

SOLUTION: An electronic shop client 3 defines electronic shop definition information 7 in a means 4 defining an electronic shop. In a mall server 2, a means 5 generating electronic shop providing information 8 generates electronic shop providing information 8 based on electronic shop definition information 7. A shop layout definition function 41 defines a shop layout for displaying commodity information to a

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purchaser as shop providing information 8. When the display of shop providing information 8 is given in the purchaser/client, a means 6 generating display information from shop providing information 8 is started through the WWW server/CGI 21 of the mall server 2. The means 6 generates display information to the purchaser/client by referring to shop providing information 8.

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